

# The buying funnel?

Ending the War between Sales & Marketing

"Most small businesses (and most businesses are small) don't establish a formal marketing group at all. Their marketing ideas come from managers, the sales force, or an advertising agency. Such businesses equate marketing with selling; they don't conceive of marketing as a broader way to position their firms."

Harvard Business Review

[www.hbr.org/web/special-collections/insight/marketing-that-works/end-the-war-between-sales-and-marketing](http://www.hbr.org/web/special-collections/insight/marketing-that-works/end-the-war-between-sales-and-marketing)

Four Types of Relationships?

Undefined, Defined, Aligned, Integrated.

# Structura Externalizare / Optimizare performante Departamente Marketing & Vanzari



# • Structura & Costuri proces Design » Copywriting, **800 euro lunar:**

## • 0. Concept Strategie Comunicare

- 1. Captarea atentiei
  - 2. Interes / segment audienta
  - 3. Unicitate » punerea in valoare a diferentiatorilor din Strategia de Marketing
  - 4. Implicare » Engagement » Emotional » Generare nevoie cumparare
  - 5. Reactie
  - 6. Non-agresivitate
  - 7. Ciclicitate / Obiective Vanzari & Obiective Brand Equity Route
- Daca Strategia de Marketing este optimizata si ne poti furniza datele de intrare referitoare la Strategia de Comunicare si Procesul intern de Pull Marketing / Noncustomers poti accesa serviciile noastre de Project Management si generare de continut, Design si Copywriting, incepand de la 800 euro lunar.

## • Include dezvoltarea blogului de companie





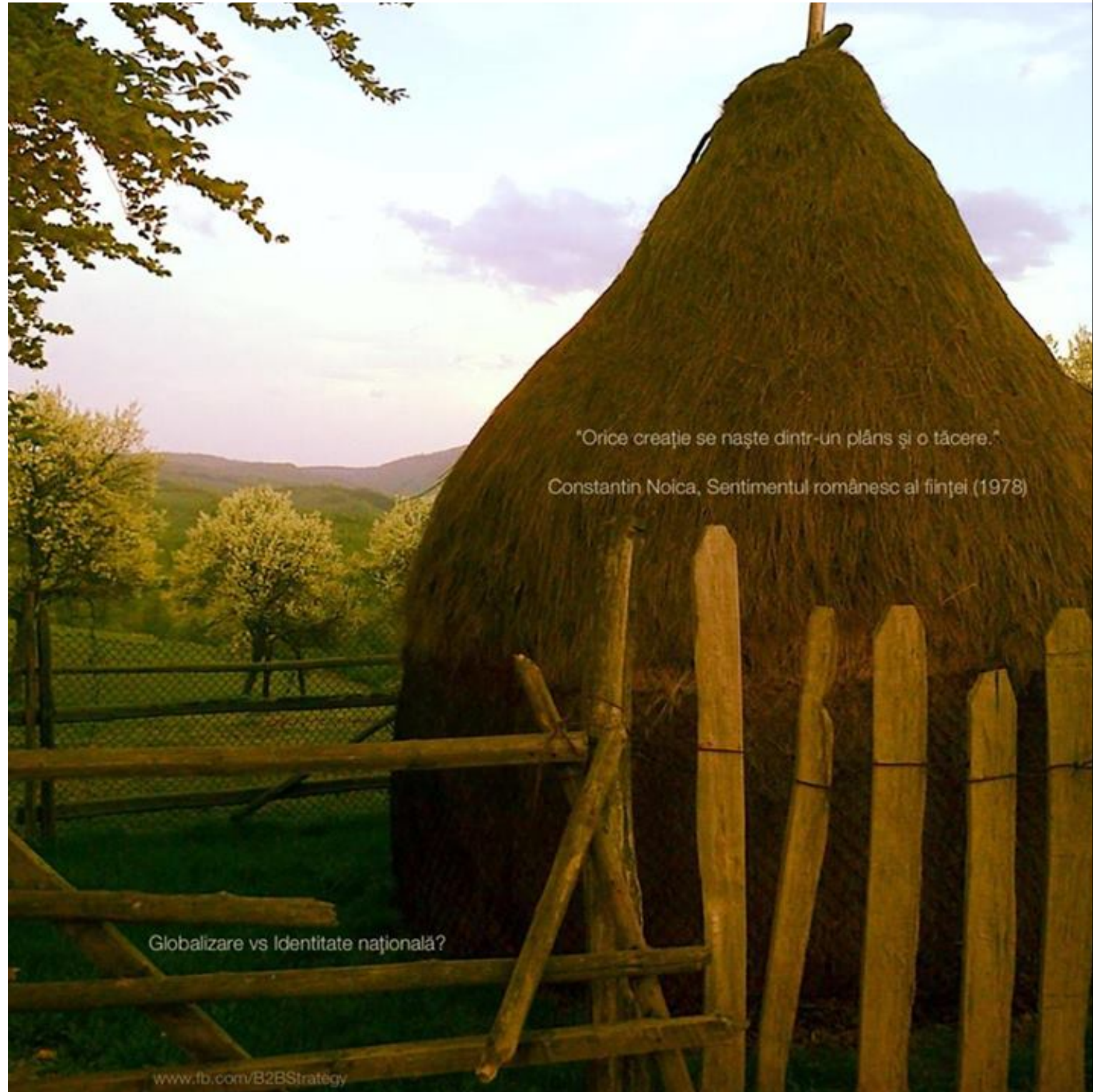
# • Structura proces Advertising » Strategie Comunicare, **500 euro lunar:**

- 
- 1. Analiza » Atribute Brand / Obiective Echipa Vanzari » Sincronizare / Strategia Comerciala
  - 2. Mesaj » Ce mesaj si de ce il transmitem?
  - 3. Documentare » Market behaviour » Competitors » Response of the customer & engagement.
  - 4. Target » Profilul de cumparator.
  - 5. Strategie canale Media » Unde? Cum? Si de ce?
  - 6. Buget / obiectiv. / Concept: Design & Copywriting
  - 8. Refresh: "An ad is finished only when you no longer can find a single element to remove." Robert Fleeg
  - 9. Tipologie campanie: Cand? Unde? Nationala / regionala?
  - 10. Executie & Performanta.
  - Perioada de dezvoltare si costul dezvoltarii Strategiei de Comunicare le evaluam la: **Definire, 3 luni Optimizare Marketing Strategic » dezvoltare Concept Comunicare: 1850 euro lunar**
  - **Implementare: 500 euro lunar** » Advertising / Campanii obiective Brand & Echipa Vanzari



## • Strategie si Pozitionare Social Media / Digital, **950 euro lunar:**

- Principalul factor pentru esecul companiilor in Social Media este procesul de Marketing Strategic. In consecinta, evitam sa ofertam acest serviciu independent de pozitionare integrata cu servicii de consultanta in Marketing Strategic.
- Daca Strategia ta de Marketing are nevoie doar de Pozitionare si Strategie in Social Media poti accesa solutiile noastre, incepand cu 950 euro lunar, **Social Media Manager alocat / proiect.**
- 1. **Pozitionare:** Definire Strategie Social Media 2. **Implementare,** Management Comunitati: Outsourcing Social Media Manager 3. **Politica interna Social Media**





- Inbound Marketing

- **1300 euro lunar:**

- “While Push Marketing focuses on the most likely potential customers, Pull Marketing should be focused on a totally different group of people – non-customers **who are not yet ready to become customers at this time.**”
- Spre deosebire de serviciul Pozitionare si Strategie Social Media (nu intervenim activ in Strategia de Marketing » 950 euro lunar) in cazul serviciului de Pull Marketing / Inbound Marketing o sa lucram activ cu Directorul de Marketing pentru **optimizarea Mixului 4P spre 3.0 Era / Digital » Noncustomers » Servicii / Produse proprii » Comunitati » Generare nevoie de cumparare.**

Ziua în care a fost înfrânt Mahomed Cuceritorul  
a devenit o sărbătoare a creștinătății.  
Iancu de Hunedoara  
1456



Globalizare vs Identitate națională?

[www.fb.com/B2BStrategy](http://www.fb.com/B2BStrategy) | [www.goo.gl/ch9ss](http://www.goo.gl/ch9ss)

Biserica Reformată-Calvină din Sântimbru, Alba, 1442



Tendinte 2013

» Proces Marketing Strategic?



Romanian National Inovation Forum Bucuresti, 18 Octobrie 2013

Daniel Rosca, B2B Strategy & Mihai Ionescu, Balanced Scorecard



- Optimizare Route to Market, **1300 euro lunar**

Panel: "Securitatea si Siguranta alimentara a Romaniei"

European Commission  
Enterprise and Industry

AROTTANCS

- Care sunt diferentiatorii in punctul de vanzare vs Competitie? Cum controlezi vanzatorii distribuitorului vs Competitie?
- Care sunt diferentiatorii unici care stabilizeaza relatia cu partenerii / reseaua de distributie?
- Controlul retelei de Distributie, fidelizarea partenerilor si maximizarea oportunitatilor in recesiune sunt masurile care au cel mai rapid impact in profitabilitate. Sintetizand » Route to Market:

- Optimizare proces Marketing Strategic, **1850 euro lunar:**

## Eliminarea intermediarilor?

[www.b2b-strategy.ro/performanta](http://www.b2b-strategy.ro/performanta)



**românească**  
pret corect | numai de la producatori autohtoni | direct acasa

Blue Ocean Strategy in Romania?



ascent

**B2B**  
STRATEGY

- 1. Capacitatea de a inova. **Confera stabilitate in dezvoltarea companiei prin diferentiere.**
- 2. **Anticipare.** Constituie baza inovatiei si a procesului de diferentiere.
- 3. Pozitionarea diferentiata a Mixului de Marketing este una din singurele solutii viabile in opinia noastra pentru mediul de afaceri actual.
- 4. Cum arata pozitionarea in recesiune vs competitie? ...
- 12. **Sinergie intre perceptia consumatorului / attributele de brand**
- 13. Translatia de la nivel Strategic la nivelul Tactic al afacerii pe nivelul Departamentului de Vanzari a obiectivelor de profitabilitate. **Structurarea procesului de comunicare bi-directionala prin feedback Departament Vanzari » Departament Marketing.**

[www.b2b-strategy.ro/pozitionare/externalizare-departament-marketing/optimizare-proces-marketing-strategic](http://www.b2b-strategy.ro/pozitionare/externalizare-departament-marketing/optimizare-proces-marketing-strategic)



- Agentie Strategie, **pozitionare integrata?**

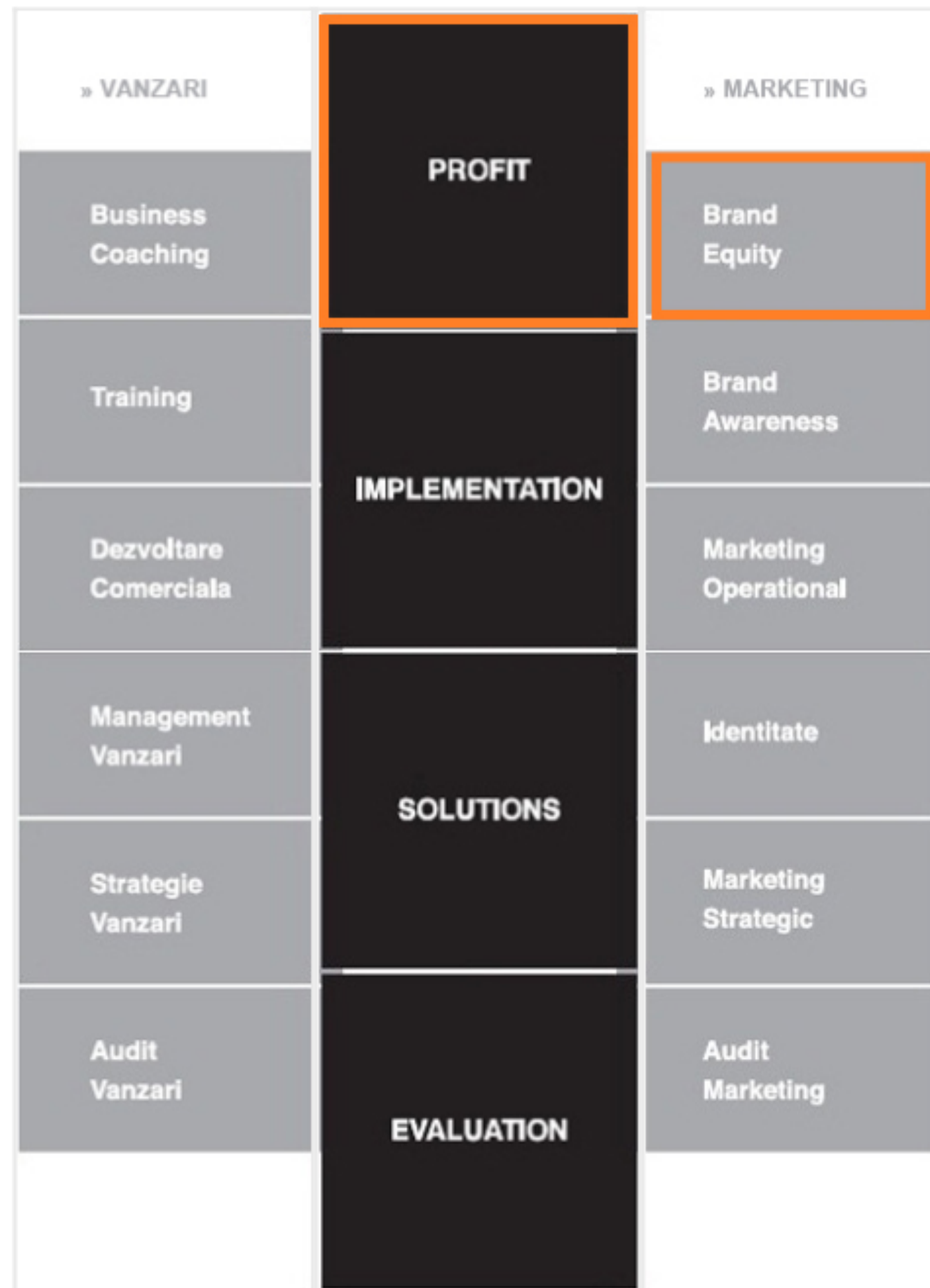
- Optimizare Marketing si Vanzari



[www.b2b-strategy.ro/pozitionare/performanta-operational-tactica](http://www.b2b-strategy.ro/pozitionare/performanta-operational-tactica)

- In ultimii 5 ani ne-am optimizat capabilitatile interne **pentru a putea sa abordam integrat** urmatorii diferentiatori:
- \* Noncustomers » Proces Pull Marketing » Inbound Marketing » **Gratuit**
- \* 3.0 Era » Strategie si Pozitionare Social Media » **Social Media Manager alocat / proiect » Gratuit**
- \* Brand Equity Route » **Proces Rebranding » Gratuit**
- \* **Training Echipa Vanzari » 12 zile / 24 luni » Gratuit, Echipe Dealeri, Vanzari Directe si Indirecte**
- \* Sustinere Middle Management » Suport Implementare solutii » 9 luni » **Gratuit**
- \* Optimizare performanta Departament Vanzari » **340 Euro lunar**

- Resurse umane alocate
- 4 persoane, 24 luni.
- Discount comercial integrat: **-49%**
  - Optimizare » Departament Marketing » 3400 euro lunar » **Avantaj: 78912 Euro / 24 luni**
  - Optimizare » Departament Vanzari » 340 Euro lunar
  - Cost lunar Externalizare / Optimizare Departament Marketing & optimizare performante Departament Vanzari: **3740 euro**
  - **Resurse Umane, 4 persoane alocate:**
  - Copywriter / Social Media Manager, Art Designer / Brand Designer, Web Designer & Project Manager / Trainer





- Testimoniale:

99+ Strategy

63 Marketing Strategy

53 Business Strategy

52 Start-ups

47 B2B

41 Sales Management

40 Negotiation

**Constantin STAN** 1st

CEO at Ascendis process management, Owner...

Send a message View Profile

Experience

Member of advisory board, Process & Quality Director, CEO Ascendis Process Management,...

294

- 37 de recomandari scrise si peste 500 de recomandari / abilitati

- [www.linkedin.com/in/danielrosca](http://www.linkedin.com/in/danielrosca)

[www.b2b-strategy.ro/testimoniale](http://www.b2b-strategy.ro/testimoniale)

# Siguranta investitie:

## Mihai Gheorgheasa, B2B

Performance Manager: "I worked with Daniel for more than 1 year. He has a vision of the future, great commitment in every task he starts."



**Bordea Gabriel**, Commercial Manager: "Three words, visionary, resourceful and reliable. Thank you Daniel!"



**Alin Neagu**, Shareholder: "We change our path."



**Dan Cotelici**, VP Sales & Customer Care: "Daniel is a very dynamic guy. Always one step ahead his colleagues aiming for highest performance. He was the most valuable member of my team."



**Sorin Luca**, General Manager: Omul potrivit la locul potrivit. Gaseste si te ajuta sa implementezi solutiile pentru eficientizarea costurilor si cresterea performantei! Sunt multumit!



37 recomandari: [www.b2b-strategy.ro/testimoniale](http://www.b2b-strategy.ro/testimoniale)





# Expertiza, Sinergie Marketing & Vanzari

**Daniel Rosca:** + 10 ani in Business Development. 4 ani Consultanta in Strategie Business / Management retea freelanceri.

**Diferentiatori:** Sinergie Marketing & Vanzari. Singura abordare din Estul Europei / 4 pozitionari Blue Ocean Strategy.

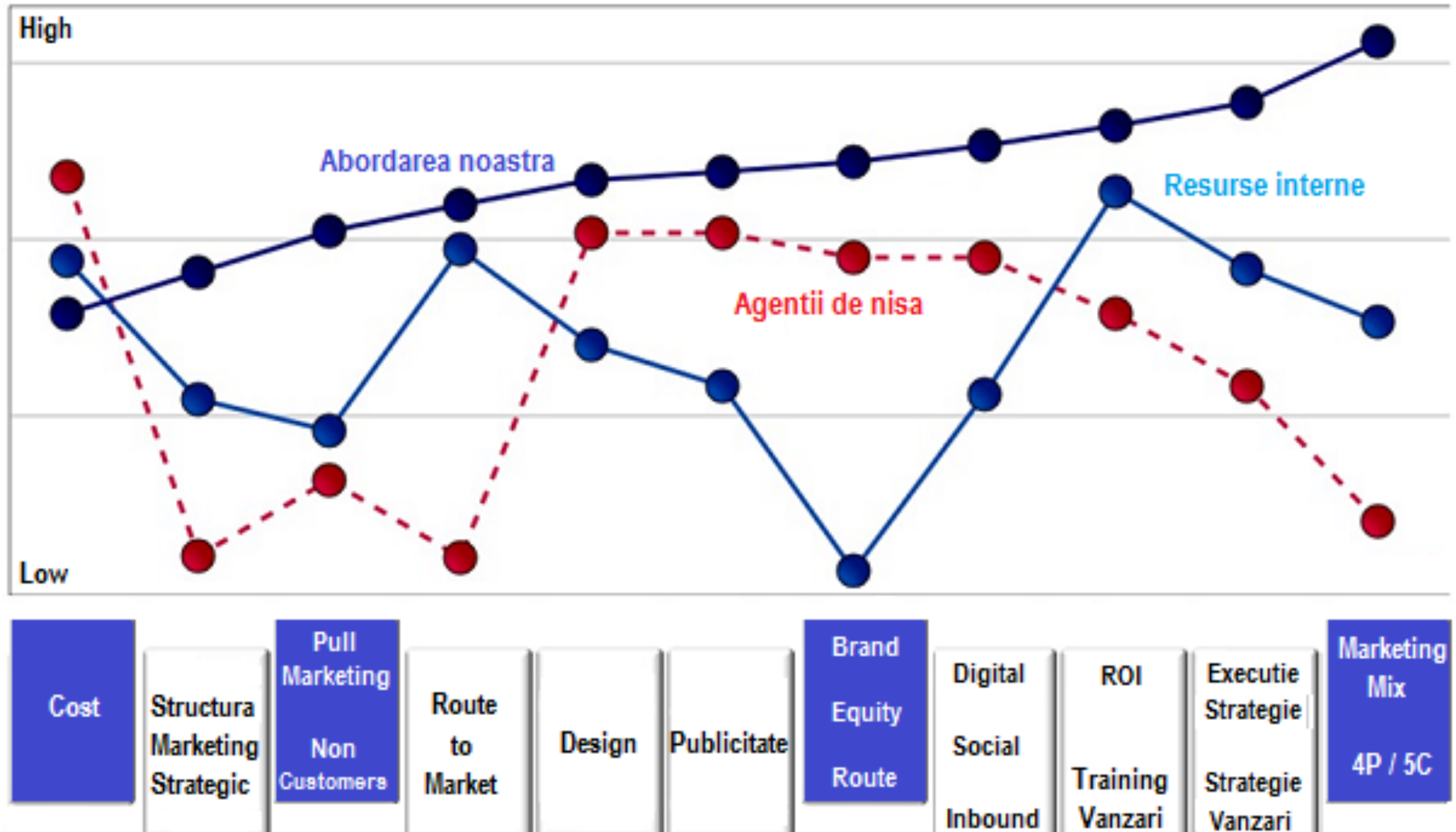
**Focus:** Marketing Strategic, Strategie & Management in Vanzari.

**Segmente de piata:** B2B, B2B2C / B2C. Food & Non-food.

**Evolutie 2009 » 2013:** [www.goo.gl/8tosO](http://www.goo.gl/8tosO)



- Util pentru evaluarea furnizorilor: **PR, Advertising, Branding, Design, Digital, Training & Coaching**





O cafea din partea casei?

**ZERO** obligatii!



Multumesc anticipat pentru timpul alocat!  
Daniel Rosca



[www.b2b-strategy.ro/contact](http://www.b2b-strategy.ro/contact)



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Turnaround Management Approach

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